

REMARKS/ARGUMENTS

Claims 20, 23-25 and 38-63 are pending. Claim 24 has been amended.

Claim 24 recites, in combination, “encouraging at least a seller to issue a direct offer to a user with a highest bid *before a listing expiration* when the highest bid is less than a reserve price” (emphasis added). As set forth in the Amendment filed November 8, 2010, none of the references of record teach or suggest this feature.

In view of the foregoing amendments and remarks, withdrawal of the rejections and allowance of this application are earnestly solicited. Should the Examiner have any questions regarding this application, or deem that any formalities need to be addressed prior to allowance, the Examiner is invited to call the undersigned attorney at the phone number below.

Respectfully submitted,

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